

## Features & Benefits

- **Glossy Magazine With Process Color Throughout** - High quality printing & color which provides you with a sharper image and a greater response.
- **National Distribution** - Concentrates circulation into core viticulture markets to expand your sales into new areas. **(Combined Mailing List of 18,000)**
- **FREE Press Release In Full Color For Advertisers** - Allows a second chance to provide more exposure and details about your product or service to the reader. Based on space availability first request receive placement priority.
- **FREE Website Listing** - Have your company press release placed on our website for **FREE** for additional coverage and exposure of your company.
- **Verified Mailing List** - Assures accuracy and quality of mailing list.
- **Monthly Mailing** - Sending a consistent message to generate a greater response.
- **Trade Show Exposure** - Providing you with more exposure for your advertising dollars allowing you to reach new customers. *(Talk to your sales rep. for the options)*
- **Postal Receipts** - Available on request to show we mail what we say we mail. We don't quote readership, we quote mailings.
- **Experienced Staff** - Providing over 64 years of combined publishing and advertising expertise providing you the advantage of our experience, knowledge and success.
- **Creative Talent** - Our graphics department provides first rate agency quality material with over 20 years of design and photography experience.

## Ad Requirements

1. All ads, logos and copy must be submitted on CD-Rom or E-mail (if under 1.5 MB)
2. **Software to create Ad(s) must be Macintosh supported!** Otherwise, please submit a PDF file following the criteria below.
3. All ads and logos must be created using **CMYK** colors. **(RGB, LAB, PMS or Pantone colors will not be accepted)**
4. Native files may be sent **ONLY** from the following programs: **QuarkXpress, Illustrator or Photoshop.** All fonts and linked images must be included. (If created in Photoshop or Illustrator for WIN, all fonts must be embedded or outlined.)  
**NO Word files of any kind will be accepted as ads.**
5. **All black type must be 100% black (C=0, M=0, Y=0, K=100%).**
6. Call your advertising representative before submitting an ad & verify the exact ad size, placement date and section placement.

## Creating PDF Files

If you are providing a PDF file, you must adhere to the following criteria:

- Create PDFs using the PRESS option on your Distiller.
- PDF files must display the same dimension as the ad; if you have a full-page ad with a bleed, the PDF size should be 11.25 inches x 12.5 inches.
- All colors must be CMYK. Convert all RGB, LAB, PMS and Pantone colors and objects into CMYK before making the PDF.
- **All fonts must be embedded.** Make sure to select this option in your PDF setup before making the PDF.
- All images must be hi-resolution (300 dpi) using CMYK process color.
- **ANY PDFs not meeting these requirements will be rejected!**

**NOTE:** PDF is a multi-purpose format. PDF files can be created as low resolution for the Web and as hi-resolution for print output. It is **VERY IMPORTANT** to note that low resolution PDF files cannot be used for print output.

**PDF files created for Web and PDF files with low resolution images will not be accepted.**

## We Will Design & Create Your AD For FREE

Experience first rate service from our highly experienced & talented graphics department. Our design professionals will follow your guidelines to provide you agency quality ad(s) that will be noticed & deliver your message.

- Please send **ALL MATERIALS** needed to create your ad. Required materials are **photos, artwork (illustrations, logos or diagrams) and ad copy (the wording of your ad and key contact information).**  
**NOTE: When writing ads the best rule is to KEEP IT SIMPLE, too much wording may work against you.**
- Photo(s) and artwork may be sent to us using the following methods...  
1) E-mail as an attachment as a JPEG or TIFF image format in CMYK color mode at... **NO LESS THAN 300 DPI RESOLUTION**  
2) Send your ad material by US Mail; photo prints, printed logo(s) or artwork for us to scan & place.  
**NOTE: Please do not write on, staple or fold the images you want us to scan.**
- Ad Copy:** Send as a microsoft word (text only) document or you may type and send it as an E-mail message.

## Publication Specifications

<b>Full Page (With Bleed)</b> 8 1/2" x 11" (includes 1/4 inch bleed)	<b>Full Page</b> 7 1/4" x 9 7/8"
<b>1/2 Page (Horizontal)</b> 7 1/4" x 4 6/8"	<b>1/2 Page (Vertical)</b> 3 1/2" x 9 7/8"
<b>1/4 Page</b> 3 1/2" x 4 7/8"	<b>1/8 Page</b> 3 1/2" x 2 1/4"
<b>Resource Directory</b> 2 5/16" x 2 5/16"	<b>Box Classified</b> 2 5/16" x 1 3/16"
<b>Center Spread</b> 15 1/2" x 9 7/8" Live Area  16 1/2" x 10 3/4" Bleed Size (1/4" Bleed)	

  

Unit Rates (Four Color)	1x	3x	6x	12x
Full Page	<b>Call one of our sales associates for rates.</b>			
1/2 Page				
1/4 Page				
1/8 Page				
Resource Ad				

  

Unit Rates (Black & White)	1x	3x	6x	12x
Full Page	<b>Call one of our sales associates for rates.</b>			
1/2 Page				
1/4 Page				
1/8 Page				
Resource Ad				

  

PREMIUM Position Rates	1x	3x	6x	12x
Inside Front Cover	<b>Call one of our sales associates for rates.</b>			
Inside Back Cover				
Back Cover				
Center Spread				
Resource Ad				

  

Classified Rates	1x	3x	6x	12x
Box Classified				

Classified ads are \$30.00 minimum up to 30 words \$1.00 per each additional word.

**Magazine size:** 3 column format  
**Printing:** Web offset  
**Binding:** Saddle stitched  
**Non-bleed Page Size:** 7 1/4" x 9 7/8"  
**Bleed Page Size:** 8 1/2" x 11"  
*(keep live matter at least 1/2" from bleed edges)*  
**Final Trim Size:** 8 1/4" x 10 3/4"  
**Color:** Process color

**Closing Dates:** Closing is the 12th of each month proceeding the current issue. No cancellations after closing. Materials are due the 10th of the month proceeding the current issue. *Advertisers will be charged the full cost of advertising cancelled after closing.*

**E-mail ad materials to...**

**jeff@pinpointpublishinggroup.com**

For additional production information call our graphics department

**515-573-5332**

**Mail ad materials to...**

**PINPOINT**  
Publishing Group

805 Central Ave. • Suite 211 • Fort Dodge, IA 50501

**Toll Free: 877-892-5332**

**Sales: 515-573-8605**

**Fax: 515-573-8790**